

Asian Productivity Organization

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PROJECT NOTIFICATION

9 May 2011

1. **Project Code** 11-AG-32-GE-TRC-B
2. **Title** Training Course on Diversification and Value Addition for Agricultural Products
3. **Duration** 3-9 October 2011 (seven days)
4. **Venue** Colombo, Sri Lanka
5. **Implementing Organizations**
Ministry of Agriculture
Govijana Mandiraya
No. 80/5
Rajamalwatte Mawatha
Battaramulla, Sri Lanka

National Productivity Secretariat (NPS)
318, High Level Road
Colombo 06, Sri Lanka
Phone: 94-11-2812-163/0
Fax: 94-11-2812-162
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam (see 12. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants (see 12. Qualifications of Participants)
8. **Closing Date for Nominations** 29 July 2011
9. **Objectives**
 - 1) To enhance participants' understanding of the importance of agricultural product diversification, value addition, and innovation to optimize income from agricultural activities; and
 - 2) To equip participants with knowledge of the different approaches and techniques in adding value to agricultural products through various innovative approaches.

10. Background

The agriculture sector continues to have a significant share of GDP and provide employment to a large portion of the labor force, particularly in rural areas. Thus, most economic activities and poverty alleviation measures in those areas are inherently linked to agriculture. But farm incomes remain low, and hence poverty in rural areas remains a serious issue. One reason for this is the limited diversification and value-adding activities in those areas. In addition, the majority of farmers and other players in the agricultural product supply chain rarely optimize value addition in the process of moving raw materials from the farm to consumers. This is apparently due to inadequate knowledge of various value-adding technologies and lack of awareness of potential market opportunities for a diverse range of products based on value-added agricultural raw materials.

Product diversification and value addition to agricultural products have tremendous potential for increasing productivity, incomes, and off-farm employment opportunities in rural areas. These are strategies that can make intensive use of both human resources and local agricultural raw materials. Innovation is the key to product diversification and value addition. This may involve the enhancement of a product through packaging, efficient postharvest handling, and processing. Some examples of innovative products are those delivering a unique combination of functional, nutritional, economic, and sustainable benefits to customers. Other product innovations are those that add new flavor, texture, shape, and scent or extension of the product range resulting in multiple uses to meet the requirements of various consumer segments and capture new markets. Innovations could also improve food quality and safety and reduce consumer efforts in benefiting from the intended use of the products.

There is therefore a need to provide appropriate training to different players in the agricultural product supply chain on various aspects of product diversification and value addition. This could catalyze more value-adding activities, especially in rural areas, to utilize excessive labor and abundant raw materials on farms which can be transformed into various food and other consumer products of greater value.

11. Scope and Methodology

The course will consist of interactive lectures, case studies, group exercises, and field studies. At the end of the course, an examination will be administered to gauge participants' knowledge of the topics covered during the course. The tentative main topics to be covered in each module are:

- Module 1. Basic concepts and principles of food innovation, value addition, and product diversification.
- Module 2. Approaches in adding value to agricultural products (processing, packaging, branding, etc.).
- Module 3. Development of co-products and new products from by-products.
- Module 4. Quality management, food safety standards, and traceability systems for value-added products.

12. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 55 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Chief executive officers, proprietors, or managers of agribusiness and food-processing enterprises; training officers from the public and private sector; or academics involved in consultancy, training, and extension on processing and value addition to agricultural products.
- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the training course are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive training course requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all seven days of the training course to qualify for the certificate of attendance.

13. Financial Arrangements

a) To be borne by the APO

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Colombo for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants are strongly encouraged to purchase and use discounted tickets (following IATA PEX or other applicable discount fares). Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

b) To be borne by participants or participating countries

- i) For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.

- 1) Round-trip international airfare between the member country and Colombo.
- 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

ii) *For all participants*

- 1) *Participants' insurance premiums:* All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Sri Lanka. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

- 2) All expenses related to visa fees and airport taxes.
- 3) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Sri Lanka)

- i) Per diem allowances and hotel accommodation for up to 18 overseas participants for up to eight days at the rate to be specified later.
- ii) All local implementation costs.

14. Actions by Member Countries

Nominations

- (a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above (12).
- (b) Please note that when a candidate is nominated it does not follow that she/he is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonelection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may

send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).
 - ii) **The APO Medical and Insurance Declaration/Certification Form**. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in (d)-i), there is no need to send the original by postal mail. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 29 July 2011***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others

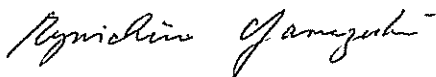
- (h) The most qualified participant(s) from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate

any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

- (i) Member countries are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPO in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.

15. Other Conditions

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: www.apo-tokyo.org) and will also be sent to the selected participants.



Ryuichiro Yamazaki
Secretary-General